

**HOLLYWOOD PROPERTY OWNERS ALLIANCE
BOARD OF DIRECTORS**

**Minutes
Thursday, December 18, 2014
Loews Hollywood Hotel**

Officers and Directors Present

Monica Yamada, President, CIM Group, Inc.
John Tronson, Vice President, Tronson Investment Group
Jan Martin, Secretary, AMDA
Leslie Blumberg, The Fonda
Joseph D'Amore CRC Entertainment Inc.
Mark Echeverria, Musso & Frank Grill
David Green, Nederlander Organization
Brian Johnson, Loews Hollywood Hotel
Evan Kaizer, Sieroty Company, Inc.
Chad Lewis, Klein Financial Corporation
John Lyons, Avalon Hollywood/Bardot
Frank Stephan, Clarett West Development
Mark Stephenson, Hollywood United Methodist Church

Absent

Drew Planting, Treasurer, GPI
Darcy Derler-Judd, Robertson Properties Group
Michael Gargano, Argent Ventures, LLC

Staff

Sarah Besley
Ginnie Gallo
Joe Mariani
Kerry Morrison
Devin Strecker

Guests

Jeff Briggs, Esq.
Michael Colantuono, Esq.
Steve Seyler, Andrews International
Alyssa Van Breene, prospective board member
Spencer Downing, The Center at Blessed Sacrament

I. CALL TO ORDER – Monica Yamada

The meeting was called to order at 4:15 p.m.

II. OPEN FORUM

Spencer Downing, executive director of The Center at Blessed Sacrament, expressed appreciation that the board was considering funding some of the homeless outreach services provided at The Center. He shared some of the plans the Center has for 2015.

III. CLOSED SESSION

A. Conference with Legal Counsel, Initiation of Litigation (Gov. Code § 54956.9, subd. (d)(4)).
The board did not take an action at this time.

B. Public Employee Performance Evaluation and Compensation (Gov't Code, § 54957)
The board did not take action on a performance evaluation. The board reviewed the performance/merit bonus opportunity to acknowledge staff.

It was moved by Mark Stephenson, seconded by John Tronson and CARRIED to authorize a total of \$30,000 in employee bonuses for 2014. The amount is to be divided: \$15,000 for the executive director and \$15,000 for staff distributed at the discretion of the executive director.

The president adjourned the Closed Session at 5:20 p.m.

IV. APPROVAL OF MINUTES

It was moved by Mark Stephenson, seconded by Mark Echeverria, and CARRIED to approve the minutes from the Board's November 20, 2014 meeting. Unanimously approved.

V. TREASURER'S REPORT

The Board was presented the November 30, 2014 financial statement with a month-end balance of \$840,841 and a projected year-end cash balance of \$558,413.

It was moved by Mark Stephenson, seconded by John Tronson, and CARRIED to approve the November 30, 2014 financial statement. Unanimously approved.

VI. OLD BUSINESS

A. **Committee Appointments for 2015** – Monica Yamada shared with the board the various appointments to committees, ad-hoc committees and special working groups for the coming year. Appointments were made to the following:

- Security Committee

- Streetscape and Planning Committee
- Ad-hoc Panhandling Task Force
- Ad-hoc Mobility/Transportation Initiatives Working Group
- Ad-hoc Communications Working Group
- Ad-hoc Finance/RFP Working Group
- Ad-hoc Nominating Committee
- Ad-hoc Public Safety Camera Planning Group

VII. COMMITTEE AND ACTIVITY REPORTS

A. Ad Hoc Communications Working Group

A meeting was held on December 10 at AMDA, and the working group brainstormed around a number of activities planned for 2015. Jan Martin and Devin Strecker reported on a summary of the ideas:

1. Blogger Tours: The “Foodie” Blogger tour is being scheduled in January. Also planning an “Up and Coming Hollywood” tour focusing on places where Hollywood dreams come true.
2. Economic Development: Infographics finished. Property owners will receive their own copies in January 2015.
3. Micro-Neighborhoods: First micro-neighborhood mixer is scheduled for Wednesday, January 14, 2015 at LACE from 6:00 to 8:00 p.m.
4. Website & Social Media: Staff and Haines & Co. to identify guest bloggers to contribute to the Only in Hollywood blog. Guest bloggers to be selected in 2015.
5. Music/Cultural Festival: An ad-hoc group will be created to to curate existing musical happenings, select dates, and branding ideas.
6. Demographics Research Study: The last BID study was in 2010. 2015 would be a good time to update some of the touchstones.
7. Next committee meeting in February.

B. Streetscape and Planning

1. Cherokee Lease – Joe Mariani reported that the Cherokee lease for the space that will serve as the headquarters for the Clean Street maintenance crew has been signed by the city and he will pick up the keys this Friday.

2. Mobility Summit – Sarah Besley reported on the planned Mobility Summit, and the recent “focus group” that was held on November 10. At present, the date for the summit is January 28, 2015. Consulting and presentations from the New York Bloomberg team has been put on hold for the time being. The new DOT general manager, Seleta Reynolds and representatives from the city of Glendale will be the likely speakers.

C. Security – Tronson/Morrison

1. December 11, 2014 Meeting: Tronson reported that the two BIDS met and benefited from reports from LAPD Sgt. Ramos and neighborhood prosecutor, Jackie Lawson. There is an intensifying problem with transients committing crimes and many stay away orders have been issued. LAPD reports that all crimes are down except grand theft auto.
2. Street Vending: Morrison reported that a proposal is before the city council on city-wide street vending. She distributed a city council motion directing the CAO’s office to develop a potential ordinance. Morrison submitted a letter to the city suggesting that communities who want to opt-in to having a vending district in their neighborhood be allowed to do so (already allowed in a street vending district ordinance passed by the city in 1994). A “one-size fits all” street vending policy to be applied throughout the city will not make sense, especially for Hollywood. Morrison said she will bring back more information to create a stronger policy platform the board as this proposal advances in 2015.
3. Homeless Outreach Update: Joe Mariani reported on a few options available to the board to disseminate security contingency funds to support local efforts to address homelessness and support outreach. Morrison described that in addition to traditional agencies, the staff was recommending supporting the Americorps “Hope for the Homeless” program which would allow the BID to have access to a dedicated outreach worker who could work with the BID Patrol and local agency partners. There is \$25,000 available to allocate.

It was moved by John Tronson, seconded by Brian Johnson, and CARRIED to enter into an agreement with Weingart Center to allocate \$10,000 for an Americorps worker; \$10,000 for The Center at Blessed Sacrament, and \$5,000 for PATH . Unanimously approved.

D. **Nominating Committee** - Frank Stephan reported that one seat remains vacant, due to the resignation of Galo Medina and the Committee hopes to bring a recommendation back to the January meeting.

VIII. Old Business

A. Seismic Issues

1. Morrison reported on the mayor's press briefing on earthquake safety and resiliency held on December 8 at City Hall. The recommendations, developed after a year with Dr. Lucy Jones advising on how to improve the city's resilience in the wake of a major disaster, address retrofit of soft-story buildings, unreinforced concrete buildings, telecommunications and water infrastructure. The recommendations will now be handed over to the city council for implementation. Morrison noted that she had been interviewed by the LA Times, as well as three news networks, regarding the briefing.
2. An ad hoc working group will be created to develop policy position on the Mayor's recommendations. Chad Lewis and Jan Martin volunteered.

IX. Staff Report

A. **Update Brown Act:** Morrison updated the board relative to new requests made of the HPOA from Mr. Adrian Riskin, under the Public Records Act.

B. **Homeless Count:** Morrison reported that all across America there will be a count of homeless citizens. The count in Hollywood is scheduled for Thursday, January 29, 2015 from 10:00 p.m. to 1:00 p.m.

C. **Server Upgrade:** Mariani reported that the server for the BID office needs to be upgraded. He sought two bids for the equipment and servicing. The current vendor's proposal is \$1,200 less than another received. With respect to technical consulting, their retainer agreement has not increased over the last three years. Total cost will be \$10,206 and it can be paid for from the Contingency budget.

It was moved by Brian Johnson, seconded by Mark Echeverria, and CARRIED to allocate up to \$11,000 from the Contingency account to purchase a Windows Enterprise Server, Operating System, and Cloud Storage backup to replace current equipment. Unanimously approved.

NOTE: Morrison advised the Board that this was Sarah Besley's last meeting as an HPOA employee. Besley will continue to act as a consultant on key projects. A "Celebrate Sarah" event will be scheduled in late January.

X. Next Meeting: The next meeting will be held January 15, 2015

XI. Adjournment: The meeting was adjourned at 6:25 p.m.